JOSHUA JOURNAL

GATEWAY TO THE JOSHUA TREE NATIONAL MONUMENT

Published Weekly in the Interest of the Most Livable and Fastest Growing Area of the Great American Desert

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Strawhatters Corral Day

Parade, Races, Bar-B-Q, Dance Are On Program

The Strawhatters have everything in readiness for their big celebration Saturday. They have been working into the wee small hours of the morning to get the barn and corral finished, and Sunday morning had "corral breakfast" at the corral, cooked over an open fire, and after breakfast all hands laid to and the merry clack of hammers could be heard all over the townsite.

The celebration starts off at 1 p.m. with a grand parade up to the town park where all riders will line up and salute the flag, then back to the corral, starting the program off with an arena horse show. The next is a special event that is a deep, dark secret, followed by a musical barrel, sack race, roping, potato race, special event, match race, stake race, relay race, team race, and ending with a masquerade race. At 6 p.m. the corral BAR-B-Q will be ready to serve.

Next on the day's events will be the horseback and hay rack ride at 7:30.

The ride will be thru the town, up Coyote Hole to the entrance of the Monument, thence home again to the intersection of the Park Hiway and the Twentynine Palms Hiway under the electric lights where they erected a portable dance floor. There will be music and dancing util the wee small hours.

Verna Coulter and Fred Moninger, who are arranging the program, say from all indications there will really be a crowd in town.

Everything is free except the BAR-B-Q and dance. They promise everyone will get there money's worth plus at the BAR-B-Q.

—oOo—

GOOD-BYE, OHIO

Mr. and Mrs. J. J. McGee of Cincinnati, Ohio, came to Los Angeles eight months ago as wholesale distributors of plastic materials to the manufacturers.

They liked the city fine but the fog, smoke and dust began to get them down and then a copy of the Joshua Journal came into their hands and now it is good-bye to the city and to Ohio. Both admitted that what they read in the JOURNAL made them want to see the desert and after cruising around the Joshua Tree area Sunday they were about as enthusiastic as a little boy with his first red wagon.

Mr. McGee says many of his friends in Cincinnati have their eye on Southern California and he going to advise them to be sure and investigate Joshua Tree before they settle down any place.

—oOo—

Quail Springs Temperatures

		Min.	Max.
Sun.	Sept. 23	39	76
Mon.	Sept. 24	40	78
Tues.	Sept. 25	40	86
Wed.	Sept. 26	50	84
Thurs.	Sept. 27	48	71
Fri.	Sept. 28	55	71
Sat.	Sept. 29	39	73

Al Butts---School Bus Driver

Al Butts ought to have a medal, for Al is the young man who drives the big yellow school bus that picks up our youngsters along the Twentynine Palms Hiway and takes them to school at Twentynine Palms.

Al starts out from the Morongo Inn every schoolday morning and by the time he gets to his destination he has a bus full.

Al let me ride in from Joshua Tree the other morning. The bus was only about half full then, but—"Aw, get over; you can't have all that seat every mornin!" "Gwan, I got it, ain't I." The bus stops—"Morning, Al" and a sweet little thing hops aboard. "Hey, Al!"—somebody wants help to get a seat . . . somebody starts a song . . . everybody joins in. What a din! . . . chatter-chatter. A comb flies thru the air and hits the windshield and a little Miss picked it up. "Throw it out the window," someone shouts, and out it goes. Bus stops and a sweet voice pipes, "Hello Al," as she climbs on.

A few are rude, most not; some are bullies, others meek; some noisy, some quiet; all are just good kids going to school. Some of them ride nearly 100 miles before they get home again.

Al? — he just smiles and keeps his eye on the road. There's the school; we're right on time. "Good-bye, Al" — "So long Al" — "See you tonight, Al" . . . and so goes the chorus as they file out.

Al Butts ought to have a medal — for good or bad, he takes care of those kids like they were his own.

DOCTOR NOW ON THE DESERT

Dr. William A. Rose, M.D., a physician and surgeon, recently arrived from the East, is opening offices for general practice in Twentynine Palms. He will be located in the former USO building on the Highway across from the Kenney Drug store.

Until such time as they can find an unfurnished house, Dr. and Mrs. Rose are living at the Bill Underhill Broadview ranch home, and can be reached there in case of an emergency.

—oOo—

FIRST CALL

Mr. and Mrs. W. B. Wylie of Los Angeles were week-end visitors in Joshua Tree.

It was their first visit here and they are so enthusiastic about our town and desert that they are coming back again this week.

Both are old newspaper folks and they gave the Journal so many flattering compliments the editor may have to get a larger-size hat.

WOMAN'S CLUB

There will be a meeting of the Woman's Club executive board Friday afternoon Oct. 5, at the home of Mrs. Frank Fox.

President Dr. Stewart urges that all members of the board be present as matters of extreme importance will be considered.

WEEK-END GUESTS

John Coulter, Sr., took Phyliss Keys and Bobbie Coulter, with him on a flying trip to pick up John, Jr., and his guests, Raymond Crome and Johnny Crain, and bring them home. The boys met at their base at Coronado and call themselves the three "C's" and hope to have a real navy friendship.

The boys enjoyed a big chicken dinner, then had a look at the desert for benefit of their visitors. Johnny Crain who comes from the Blue Grass of Kentucky says this desert really is a wonderful place. Hurry back boys.

—oOo—

JOURNAL GETS HELP

The Journal office was considerably brightened up this week when Mrs. Norma Campbell took up her duties as office manager.

Mrs. Campbell is well known on the desert. She is the daughter of Mr. and Mrs. Fred LaFernie, and has been working for the Joshua Tree Townsite Company in the Los Angeles office.

Norma says she has had all of the city she wants and is glad to be back on the desert. The Journal is glad to have her too.

—oOo—

31ST ANNIVERSARY

Mr. and Mrs. Jeff Overbay are celebrating their 31st wedding anniversary, on October 4, with an open house at their Rancho. Friends and neighbors are invited to bring sandwiches and cake and join in the celebration.

Sun Valley New Development

Active Interest Shown in Poultry Raising as a Business Climate Said to be Favorable

The desert as a place to develop poultry raising as an industry so intrigued Lester V. Peterman, Pasadena attornay, that he delved into an extensive study of the subject and found that the Joshua Tree Desert not only offered many advantages over other sections, but due to high altitude, dry air, and the extra ultra violet ray available from the sun in this area it was a super spot for poultry.

Mr. Peterman owns approximately 1000 acres in the area known as Sun Valley, four miles east of Joshua Tree townsite, and with the knowledge gained from his investigations, he is developing the first 320-acre tract to offer to the public as a poultry project. He calls it Sun Valley Acres.

He has laid this tract out in 2½- and 3½-acre plots with electricity, oiled roads and water to be furnished thruout the area. The roadways are graded and oiling will start shortly. An electric power line is to be built from the Joshua Tree sub-station to the tract and drilling for water is expected to start soon. Mr. Peterman says they expect to drill at least four wells to insure an

(Continued on Page 5)

—oOo—

NOT TOO PATIENT

Dr. and Mrs. Harry Teege and their daughter and son-in-law, Mr. and Mrs. Frank Annin spent Saturday and Sunday enjoying some desert sunshine here.

Dr. Teege has a dental office in Los Angeles and is one of the old-time property owners here. He says he is waiting, not too patiently for the time when he can build in Joshua Tree, and establish his practice here.

The son-in-law, Frank Annin, is just recently discharged from the service and is preparing himself for certified public accounting practice.

Col. E. B. Moore

AIRCRAFT TECHNICAL EXPERT, INVENTOR, TRAVELER, AUTHOR

It is with a great deal of pardonable pride that beginning with this issue The Joshua Journal presents Lt. Col. Edmund B. Moore and his very interesting column, New Horizons.

Col. Moore was born in Springfield, Vermont, and is a graduate of Massachusetts Institute of Technology, in mechanical engineering.

He is the author of several books on wireless and mechanical subjects, and the inventor of a large number of industrial and aircraft mechanical devices that are in everyday use now.

In World War I he was a technical expert with the Ordnance Department and is credited with numerous inventions and improvements that make our big guns more effective.

When World War II started he returned to the Ordnance Department and soon became Chief of the Artillery Division Erie Proving Ground, Ohio. Later he was assigned as Ordnance Department Representative on the Desert Wartare Board, at Camp Young, Indio. It was while serving in that capacity that he became interested in the desert. Col. Moore was returned to the inactive list in April of this year and attached to the technical staff of Lockheed Aircraft Company at Burbank, where he now lives.

Col. Moore is a world traveler and while traveling in foreign lands was a feature writer for the Boston Herald. He is a keen analyst and student of human relations. His comments on the modern trend of human affairs will be very interesting to our readers. Later Col. and Mrs. Moore expect to live in Joshua Tree, having purchased a homesite while vacationing here last month.

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Joshua Tree, California
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JOSHUA JOURNAL

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Published Weekly in the Interest of the Most Livable and Fastest Growing Area of the Great American Desert

PUBLISHED EVERY THURSDAY
By the
JOURNAL PUBLISHING COMPANY
JOSHUA TREE - CALIFORNIA

STEWART GEAR - Editor and Manager

SUBSCRIPTION RATES
1 Year $2.00 - 2 Years $3.00

RENTALS NEEDED

This last week end saw every available room, house, apartment, or place to sleep in Joshua Tree taken and then there were not enough to accommodate all the people who wanted accommodations. It was no holiday, nor were there any special inducements offered to bring the people here, except that Joshua Tree is attracting the attention of the people of Southern California.

We need more rentals so we can make our week end visitors comfortable. While we can't say that materials and workmen are in abundance, we can say that sufficient materials are available and workmen coming almost daily, so that people who have lots in the townsite can make a start toward the units they have been planning. The opportunity is here begging for takers. A hotel, guest houses, single dwellings, courts, at fair prices can be rented as fast as they are completed.

Joshua Tree now has several competent builders and at least one that we know of will soon have a crew of workmen here so that jobs can be completed without unnecessary delay.

Interest in the desert and Joshua Tree is growing daily. The people who already have property here should grasp their opportunity NOW, take advantage of the present availability of material and help prepare for the newcomers. There never was a better bet.

Strawhatters

Corral Day

Saturday, Oct. 6

AT JOSHUA TREE

PARADE	1:00
CORRAL EVENTS	2:00
CORRAL BAR-B-Q	6:00
HORSEBACK and HAY RIDE	7:30
PLANK DANCE	9:00 'til?

Parade and Corral Events — Straw Hat Offering
Bar-B-Q — $1.25 Plate
Hay Ride — 50 Cents
Horse Rental — $1 per Hour

BECKER'S
Variety & Hardware Store
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All Expense Trips
To Joshua Tree

THE NEW DESERT COMMUNITY

OUR CARS Leave on Wednesday—Return on Thursday
Leave on Saturday—Return on Sunday

DeLuxe De Soto Sedans—comfortable accommodations—are afforded our customers who wish to investigate the new Desert Community of JOSHUA TREE.

For full information call **VAndike 3057**—or write

Joshua Tree Townsite Company
Room 534 - 112 West 9th Street ..... Los Angeles 15

Know Your Neighbor

By Alice Powell Beckford

Robert L. Morris was born in Bland, Virginia, and went to school there. As a boy he dreamed of the time when he would be working on the railroad. It was his sole ambition and he realized it in 1894 when he took his first position for the Norfolk and Western road as a brakeman. Ten years later he moved to Shawnee, Oklahoma, and worked out of there as freight conductor for the Rock Island railroad. In 1922 he came out to California and accepted a position with the Automobile Club where he worked as an elevator operator until he was retired on October 1, 1944.

On one of his vacations he and Mrs. Morris with their good friends Mr. and Mrs. Parker came out to the desert. Bob fell in love with Joshua Tree: he decided it was the ideal spot for him to settle on account of the fine water and ideal climate. His heart had been acting up a bit and rest was what he needed. If you could see him now you would realize his judgment was good for he looks younger and happier than he did when he first located here. He says we can quote him as saying he loves the desert and as Webster gives as his first definition of "love" "a feeling of strong personal attachment" we guess he is right as he so strongly attached to the desert and says he would never be happy living anywhere else.

—oOo—

Col. and Mrs. E. B. Moore of Burbank, Calif., who are vacationing at Joshua Tree spent Thursday at Quail Springs ranch where they had a steak dinner with Dr. Cooper and were later driven through the Monument. They not only expressed admiration but awe at some of the marvelous geological formations in the "Wonderland of Rocks" and at Key's View. It is understood that they purchased a lot at Joshua Tree and will return to us later to make their home.

—oOo—

TRY A CLASSIFIED AD. MAYBE SOMEONE WANTS TO BUY THAT MISCELLANEOUS ARTICLE YOU HAVE FOR SALE.

29 PALMS THEATRE

Show Starts 8 o'Clock

Fri.-Sat., Oct. 5-6—
"PILLOW TO POST"
Ida Lupino - Sydney Greenstreet

Sun.-Mon., Oct. 7-8—
"THRILL OF A ROMANCE"
Esther Williams - Van Johnson

NO SHOW TUES.-WED.
Til We Move in New Place

Fri.-Sat., Oct. 12-13—
"PATRICK THE GREAT"
Donald O'Connor - Peggy Ryan

Sun.-Mon., Oct. 14-15 —
"The Affairs of Susan"
Dennis O'Keefe

BREEZING ROUND

By Maude A. Fox

And now comes a library for Joshua Tree! At least a start of one. County librarians were in our town one day this last week making inquiries and before they left, arrangements were made to send books out here every week for our residents. Mrs. Tommie Becker graciously consented to make a place in the store for that purpose. 75 to 80 books will be available at first and the number increased as more people move into the tract. Anyway it is the first step towards a library, and is a mighty fine thing for this desert area. The books will be installed about the first of November. You know it sorter looks as if we are on the map, when they come way out here to ask us if we would like to have a library—don't it?

* * *

Mr. and Mrs. Bradish of Los Angeles were week-end guests of Mr. and Mrs. Jimmie Boyle.

* * *

E. R. Gray and W. B. Lee of the California Electric Power Company, spent a couple of days in Joshua Tree, calling on the residents, lining up the power users. The rate seems to be very reasonable, for it is almost as cheap as Long Beach, which is considered one of the cheapest rates anywhere. So we are lucky. Lucky to get electricity and lucky to get it at such a reasonable rate. Won't it be fun next summer when the thermometer reaches 105 or more, to sit back in the rocker reading one of the books from the Joshua Tree library, in a cool air-conditioned room?

* * *

Silvia Pfieffer has exchanged her skates for a pair of spurs. From now on we will see her galloping around the desert on her bay horse, "Chief." The animal was purchased from Tre-Mac of Twentynine Palms, and Silvia has gone cowgirl in a big way.

* * *

(Continued on Page 6)

Joshua Tree
Townsite

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Joshua Tree Townsite Co.
CHESTER R. BUNKER
PRESIDENT

PERSONALITY & MENTAL HYGIENE

By DR. NORMAN C. COOPER, A. B., M. A., Ph. D.

PARANOIA

Regardless of how healthy and normal we are mentally when we are born, circumstances in our lives may cause us to develop abnormalities in our mental pattern as we go through life's experiences. Every shock or unhappy or abnormal experience is registered in our subconscious mind. If we brood over these unpleasant happenings or give them too much of our time and attention we may drift off into any one of two dozen types of psychoneuroses. One of these types and a quite common one is paranoia. This is a form of psychosis where the victim, though apparently normal in every other way, has delusions and halucinations—sometimes of persecutions, sometimes of grandeur. If his delusions are of persecution he may imagine that the police, the janitor of his building, the boss, or some other person is constantly after him and going to get him or his job one all the time. If his delusions are of grandeur he imagines that he is someone big and great and maybe very outstanding if people only would recognize it. He or she may be a Napoleon or a Catherine the Great or a prophet sent from the Lord. They will tell you so if you talk to them or give them half a chance to talk to you. They are not a dangerous type of mental abnormality. Some of them may live a life time and go about their daily routine with considerable accomplishment and never get into an insane asylum. Many of them are incarcerated in mental institutions as they get older and grow worse, more to protect them than anyone else.

It behooves the public to be intelligent about such cases though and not to be overtaken with their hallucinations or delusions — however real they may seem to the mentally sick one or however truthfully and sincerely he may tell you about all his imagined experiences. In his weird hallucinations he may tell you how he pets Black Widow spiders or venomous snakes unharmed or how the Lord has visited him and made him a propret and given him a special message to relate to the world or how he has had a vision that the world is to come to an end at a certain time, or that he visits people in the spirit world and talks with them, with Lincoln or Napoleon or the Lord or some other dignitary that would elevate him. In his feeling of inferiority, which drives him into this paranoic state, he always picks out an outstanding or internationally known personality with whom to identify himself. This compensates for his loss of ego through his inability to make the normal adjustments in his every day life. But in conversation with them they tell you all sorts of things. One told me once in all sincerity that she was kicked by a mule and a cow and a cat all at the same time and that the cat's kick was the worst of all—that it broke all four bones in her leg. Another one—an institution case—pleaded for help to get her pay check. She complained that the "niggers" (in that ward) were all the time eating it up. Another one told me that he petted Black Widow spiders and rattlesnakes. Periodically one will get the notion that the world is coming to an end on a Friday or Saturday or a Monday or some other day. Every so often these get publicity in our daily newspapers.

(To Be Continued)

The material in this series of articles by Dr. Cooper, is syndicated, and is to be published in book form, and no part may be used without permission.—Editor.

MOVING

Paul McFarlane and wife have given up management of the Morongo Inn and have moved to Desert Hot Springs to join the artists' colony there.

—oOo—

SILVER DOLLAR

The new 60,000 - gallon water tank being erected by the manufacturer's crew for the Joshua Tree Service company shines like a new silver dollar, from its position up on the hill.

All-Year Living on the Desert

By STEWART GEAR

AIR

CHAPTER III

The best air in the world is found on the desert. People who live on the desert breath fresh, dry ozone-laden air that is not second-handed, contaminated with city fumes, foul odors, and laden with dust and germs.

The prevailing winds on our desert are from the west and south west and bring ocean and mountain air over thru the Gorgonio Pass where it encounters a high pressure area which literally squeezes all the moisture out and is sterilized by the ultra-violet rays from the sun. The nature of the soil in our valley is heavy decomposed granite which does not permit its being picked up by the wind and carried into the air. To breathe deeply of this pure dry air is to literally wash your lungs and it acts as a wonderful tonic. The bloodstream depends on the lungs for most of its supply of oxygen; picked up by the red corpuscles it courses thru the body burning up diseased and waste material which is carried off thru the kidneys and the pores of the skin by perspiration. Here, in the high altitude, (3000 feet average) dry, germ-free air, sinus troubles, asthma and a host of other ailments improve or disappear altogether.

It is said upon good authority that the creosote bush, and the Joshua Tree are found only along the washes and on the mesa's where the air is purest and they demand an abundance of ultra-violet ray for perfect growth. On the Joshua Tree Desert it is significant that both the creosote and the Joshua tree grow in abundance and are the most perfect specimens to be found anywhere.

The next most important element in our scheme of life is the water we drink. That will be the subject of chapter four.

FIRST JOSHUA TREE PARTY

At the unusually well attended party given by the Womens Club, Friday night were seven attendants of the very first party ever given in Joshua Tree three years ago this October on Hallowe'en. These seven were: Mr. and Mrs. Wright, Mrs. Herdman, Dr. Norman C. Cooper, Mr. George Locke, Mrs. Isbell and Mr. Chester R. Bunker. There were about 20 people present at the first party. Dr. Cooper led the group in several parlor games and all had a very good time. Each one expressed his surprise this time at how many people could get together for a party at Joshua Tree.

—oOo—

Tell 'em about Joshua Tree by mailing them a subscription to the JOSHUA JOURNAL.

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NEW HORIZONS

EDMUND B. MOORE



Lt. Colonel E. B. Moore
A. U. S.

THE LABOR SITUATION ANALYZED

PROSPERITY AHEAD

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War business the country over is slowing down. To be turned out of a job and forced to change work is a severe mental wrench for any man. A person who has been feverishly engaged on war contracts finds this move a difficult thing to do. It does look, tho, as if reshuffling of former war workers to new jobs is going along at a fairly rapid rate.

One of the things retarding the movement is a strong dislike of many workers—large in the aggregate—to accept wages below what they were making during the artificial rush of war production. This Is it, however, good judgment?

Industry in general if facts are faced, intends to get down hourly wage rates. It's the old, old story. Remember how the steel industry fought the eight-hour day? Will lower rates make for increased profits—the one and only thing that interests industry?

A people paid just enough to keep body and soul together do not provide a fertile market for new goods, increased business or new fields of endeavor.

On the other hand, to expect take-home pay, after the emergency, to be as high as war pay just doesn't make sense, either. So labor goes on strike.

Perhaps this epidemic of unrest is just exactly what industry wants. Large pools of employed over the country will bring down wage rates. Management knows a point is soon reached when the worker with a flattening pocket-book is pretty sure to accept the lower wage scale. This is the hope of big business if you analyse the facts.

However, 1945 conditions have changed. Pushing around the laboring man and forcing him to accept low standard wage rates is no longer possible. The world is moving towards better living conditions and greater security. There must be some middle ground between labor and capital which will again set the wheels of industry humming.

Strike tension is considerable. It will be greater. Industry does not split off profits willingly. Pressure will have to be applied. In fact much pressure is being applied.

The world needs things—everywhere—huge quantities, in order to rebuild, construct and improve. Once readjustment gets squared away this country will certainly enjoy 10 to 15 years of the greatest prosperity it has ever seen. Plan for it.

—oOo—

Visitors at Quail Springs

Captain and Mrs. C. A. Woodruff of Twentynine Palms were Sunday visitors at Quail Springs ranch home of Dr. Norman C. Cooper. The captain is on leave from his duties at San Francisco and is spending several days with his wife at their hacienda nine miles north of Twentynine Palms. They enjoy the desert very much and the captain says it is quite a relief to get away from exacting war-time sea duties, and rest in the quietness and sunshine so prevalent in our valley.

LETTERS FROM THE PEOPLE

Los Angeles
Sept. 15, 1945.

Editor, Joshua Journal,
Dear Sir:

Have received first issue of your new paper, and admire it. Believe you have something there. More power to you and good luck.

Enclosed is $2.00 for a year's subscription to your paper, as the wife and I like to keep posted. Maybe some day we can see our way clear to become Joshuaites. Who knows?

Hope to ramble down soon for a few hours to say Howdy. and get an eyeful of Joshua Tree town.

R.E.S. and wife.

—oOo—

Alhambra, Calif.
Sept. 3, 1945.

Joshua Journal:
Dear Sir;

One dollar enclosed for six months subscription ***

Good luck to your new "JOURNAL."

E. L. B.

—oOo—

A RECORD

L. B. Pfieffer has made some sort of a record in the construction of his new home. The house is of frame and stucco construction and with just one helper he already has the roof on. Pfieffer says he has never worked before but he certainly knows how to get things done.

—oOo—

ANOTHER WHIZ

Lowell Winters is another builder who knows how to get things done short-handed. The three-room bungalow he is building for his father and mother to live in is up to the roof plate already. He started two weeks ago and has done most of the work alone.

—oOo—

COMING HOME

In a few days Richard Steffenson will arrive home on a two-weeks' furlough. Richard was the student that won the scholarship at Twentynine Palms high school and is now attending military college in Oregon.

PLANTS THAT GROW ON THE DESERT

By MAUDE A. FOX

TREES

There are many trees that may be planted on the desert, but there are some that grow much more rapid than others. After all we don't want to wait years to get a little shade to sit under. The willows and the Chinese elms are really fast growers. Both are of the spreading type, which is a desirable feature on warm summer day. The weeping willow (Babylonica) and our familiar desert willow or flowering willow are perfectly at home here. They like sandy ground, and if you kid them along with plenty of water, they will repay you with luxuriant growth. Either willow can be started from cuttings.

The Chinese elm is a rapid grower, but will respond quicker if leaf-mold is mixed in the planting soil. The addition of fertilizer brings results. You can raise elms from green wood cuttings. The cork elm is one of the most interesting of all elms. We are trying them out here, and have successfully raised them other places. On the limbs and trunk of the tree grows a cork formation giving the tree a wierd look when it loses its leaves. It is a beautiful tree, very symmetrical but always creates comment. It should be planted in leaf mold—and you better look out for bugs. It seems to give parties sometimes for little black catapillars. This probably would not happen on the desert.

Last but far from least is the Parkinsonia, or better known as the paloverde. These trees really do something for a desert yard. They just look as if they belong. When in flower they are a beautiful sight with tiny yellow flowers peeping out between the long, lacy green leaves. This tree can stand very dry conditions. In fact almost a drouth. When you plant a Parkinsonia you don't have to worry about the water meter! They do not require fertilizer or leafmold. Just put them in this sandy soil and give them water to start. They will do the rest. Maybe we will talk more about trees next week. Bye now—

—oOo—

FINISHING TOUCHES

George Locke is putting the finishing touches on his new double. This house is of solid concrete construction and George has done all of the work himself, pouring the walls a bucketful at a time. That's surmounting the obstacle of labor shortage.

INVESTIGATE
MORTARLESS CONCRETE BLOCKS
BEFORE BUILDING
Wortley & Brown
GRADING - BULLDOZER WORK
SAND and GRAVEL
PLANT and OFFICE - YUCCA VALLEY

Draughting Service
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LARGE ENOUGH to Serve You
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JOE KASAL, *Mgr.*
Joshua Tree

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Twentynine Palms

Be Ready
TO LIGHT UP
WHEN THE CURRENT ARRIVES
All Materials Available
Evans Electric Co.
Licensed and Bonded Contractor
ALL WORK CONFORMS TO NATIONAL FIRE UNDERWRITERS and CALIFORNIA SAFETY CODES

Sun Valley

(Continued from Page 1)

adequate supply of water.

The tract is not ready to be sold yet, but Mr. Peterman says he thinks it will be by the middle of November. However in order to acquaint the public with his project he is opening it up to preview next Saturday, Oct. 6.

The Bunker Land Company of Joshua Tree and Los Angeles will handle the development and sales. Chester R. Bunker, president of the land company, said that Sun Valley Acres possesses unusually rich soil, which is indicated by the luscious growth of Gayotta grass. Drainage is perfect, there being no washes to mar the entire area. Those who wish to see the tract next Saturday will be guided there by the markers and flags along the way and shortly the Bunker Land Company will have a tract office at the entrance.

—oOo—

MONINGERS MOVE

Fred Moninger and family have rented the Sullivan home and are moving down from Hidden Valley for the winter. Fred says he loves Hidden Valley but 32 miles is too far to drive every day with all the work he has in his draughting office.

Morongo Valley

SURPRISE PARTY

To celebrate the 21st birthday of their daughter, Shirley, a surprise party was given by Mr. and Mrs. Humphreyville on Tuesday, Sept. 25.

It was a wonderful party, being staged at the Legion hall at Yucca Valley. There were about 150 guests, everybody in Morongo and Yucca Valley being there. There were good eats, and dancing on the Legion dance floor was greatly enjoyed. Music was supplied by a three-piece orchestra.

Shirley's presents were so numerous about an hour was taken to open them. The party lasted until the early hours of the morning. There were NO fights and everybody went home happy.

—oOo—

INGENUITY

While the rest of the valley waits for the power line, to have electric refrigeration, Ed Hardesty who owns the Yucca Valley store built up his own refrigerated case. It seems he acquired a show case with cold coils in, got a home generator with gas engine plus a compressor and motor to match his current. Then a little mechanical ingenuity and presto —a refrigerated case that has paid for itself in a very short time. You can't keep a good man down.

—oOo—

RELIGIOUS SERVICES

Religious services are being conducted every Wednesday and Sunday evenings at the Morongo Lodge by A. E. Sloan.

Mr. Sloan says everyone in the Valley is invited.

—oOo—

JOSHUA TREE ON THE MAP

Joshua Tree, this past week has been getting no little recognition in the Los Angeles newspapers. To get bonifide news write-ups four times in one week in the metropolitan dailies shows our town is getting on the map. What's more the Joshua Journal was quoted in some of them

GOOD EATS

NOW OPEN

RICE'S CAFE

JOSHUA TREE

Frozen Food Locker Reservations

Now Available AT

Cabazon Cold Storage and Locker Plant

DORECHE' TOILETRIES

A complete line of exquisite Beauty Preparations, especially made for dry skins and dry climates. Sold on a money-back guarantee, if not entirely satisfied.

FOUNDATION BALM	4 oz.	1.25
HAND BALM	8 oz.	1.00
SPECIAL NIGHT CREAM	2 oz.	1.50
DRY SKIN BALSAM (eye creme)	1 oz.	1.75
FLORAL FRESHENER	8 oz.	1.50
ALMOND SCRUB	2 oz.	1.50
CLEANSING CREME	4 oz.	$1.00
FACE POWDER	3 oz. box	1.25

(plus 20o/o Federal Excise Tax)

Mrs. Amber B. Klein

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PICK-UP EACH TUESDAY - 12 NOON
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ARNOLD'S

Hardware and Plumbing Supplies — Morongo Valley

10 - Acre Tracts

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Morongo Valley

"The Cream of the Desert"

NEVER TOO HOT OR TOO COLD
IDEAL FOR HEALTH

H. M. Hess - Realtor - Sub-Divider

NO DUST — NO FOG

Neal Lawson - Maxwell McArthur
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THE MOST PRACTICAL BUILDING MATERIAL FOR THE MODERN DESERT HOME

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Mary E. Burson

NOTARY PUBLIC

Townsite Office
JOSHUA TREE

ACREAGE

LARGE TRACTS OF LAND FOR SALE NEAR JOSHUA TREE

640 acres (Sec 9-1N 7E) $10 per acre

640 acres (Sec 31-2N-7E) $9 per acre

640 acres (Sec 15-2N 6E) $6 per acre

640 acres (Sec 13-1N-6E) $8 per acre

640 acres (Sec 7-1N-7E) $8 per acre

320 acres (Sec 11-1N-6E) $6 per acre

SMALL TRACTS OF LAND FOR SALE NEAR JOSHUA TREE

45 acres at $35 per acre

40 acres at $40 per acre

SEE US FOR BARGAINS IN LARGE OR SMALL TRACTS OF LAND NEAR JOSHUA TREE

Bunker Land Co.

JOSHUA TREE, CALIF.

Los Angeles Office
Room 534
112 West 9th Street

Breezing Around

(Continued from Page 2)

Mr. and Mrs. Bud Lyday hope to be in their new home before this paper goes to press. They have purchased the Hamlin place and are having it newly decorated. We are sure they will enjoy living where they can entertain a friend or two, without the interruption of someone coming in to buy a loaf of bread.

* * *

A letter from Billy Coulter states that he is now located at the amphibious training base at Coronado. He will be there for six weeks training, and expects to be up on the desert this week-end.

* * *

John Pankratz and friend, Miss Mabel Diefenbach, were week-end guests of Miss Jo Jackson.

* * *

Mr. and Mrs. T. McKibbon have returned to the desert after a nice vacation. But they are glad to get back and are now looking forward to the completion of their new home.

* * *

Mrs. J. W. Markham is spending the week here with Mr. Markham. They are staying at Mrs. Hibbards, and plan before long to build up here.

* * *

Mrs. Beckner of Los Angeles was a visitor this last week with Mrs. Theresa Matthews. The visitor is an aunt of the husband of Mrs. Terry Smith.

* * *

Frank Werne says this place is no longer a "one horse town"—there are four horses down at the corral now. And so we have proceeded up a few notches.

* * *

Who ever said we couldn't raise apples and pears up here? Mrs. Wm. Keys will tell you different. She is picking lug boxes of pears from her trees, besides all the apples on the trees. Mrs. Keys won prizes in the fair for fruit from trees on her ranch.

—oOo—

If your tablecloth gets stained with milk, rinse it immediately in cool clear water. Then wash. Otherwise the hot water and soap may set the stain.

JUST THINKING

By THE PACK RAT

Seems like some folks can't see beyond the end of their nose. Stub their toe on the tiniest stone—can't see the landscape before them because of the boulder at their feet. Are sure it can't happen because—.

The guy who does see the distant scene and plans—is a dreamer. If he succeeds—he had some help or was just lucky.

Seems like folks with long noses and short sight just never do have any luck.

Seigel & Raub
REGISTERED ENGINEERS & SURVEYORS
W. P. Giles, Engineer-in-Charge
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Concrete Construction
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JOSHUA TREE

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FOR SALE

RABBITS — Young does, buck; whites. Sullivan's, Joshua Tree.

THE most beautiful horse in the Valley for sale. See Taylor at the Corral Day celebration, with Tre-Mac string.

6 ACRES—View, excellent location, high ground, south slope, adjoining Mental Physics, $400. James DeJersey, P. O. Box 3, Yucaipa.

HOUSES FOR SALE

1 MODERN cement-block house, tile roof, large patio. Good view; two bedrooms, $6500.
1 MODERN cement-brick house; lots of glass. $4200.
1 STUCCO four-room house; good bath and kitchen. $3200.
BUNKER LAND CO.
Mail Address via Whitewater

ORDERS taken for Letterheads and all kinds of Job Printing. Joshua Journal office.

Places to Stay in JOSHUA TREE

DESERTAIRE LODGE
Clean - Cool - Comfortable
MEALS OPTIONAL
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WAGNER COURTS
SIGHTLY VIEW
Attractive Housekeeping Apartments
$15 WEEKLY

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Pre-View
Saturday Oct. 6th
Sun Valley Acres
Turn North Four Miles East of Joshua Tree

To Include
Water
Electricity
Telephone
Paved Roads

Now Under Development

Not Yet Offered for Sale

Bunker Land Co.
General Agents
Joshua Tree